

Lean Canvas

Adapted from Ash Maurya · One page · Every box is a hypothesis to test.

<p>PROBLEM</p> <p><i>Top 3 problems your customer faces.</i></p>	<p>SOLUTION</p> <p><i>Outline a possible solution for each of the top 3 problems.</i></p>	<p>UNIQUE VALUE PROPOSITION</p> <p><i>Single, clear, compelling message that turns an unaware visitor into an interested prospect.</i></p>	<p>UNFAIR ADVANTAGE</p> <p><i>Something that cannot be easily copied or bought.</i></p>	<p>CUSTOMER SEGMENTS</p> <p><i>Target customers + early adopters.</i></p>
<p>KEY METRICS</p> <p><i>Key activities you measure (AARRR: Acquisition, Activation, Retention, Revenue, Referral).</i></p>			<p>CHANNELS</p> <p><i>Path to customers (inbound, outbound, viral, partners, sales).</i></p>	
<p>COST STRUCTURE</p> <p><i>Customer acquisition costs · distribution · hosting · people.</i></p>		<p>REVENUE STREAMS</p> <p><i>Revenue model · pricing · lifetime value · gross margin.</i></p>		

How to use: fill each block in 30 minutes max. Every box is a hypothesis — mark ✓ when validated, ✗ when invalidated, ? when still untested. Re-run weekly while you're searching for product-market fit.